

TRADEWINDS

California Department of Food and Agriculture
Agricultural Export Program

IN THIS ISSUE:

- Nominations for Organic Advisory Committee
- "New Directions in Exporting Conference"
- Chilean trade delegates in Los Angeles

U.S. AG SECRETARY ON JAPAN'S BEEF IMPORT TAX

On July 29 U.S. Agriculture Secretary Ann Veneman described Japan's intention to raise its import tax on U.S. beef on August 1 as "both unnecessary and unwarranted." Veneman noted that the Japanese action was taken despite the fact that "Japan's beef imports have not increased over historical levels." She added that the U.S. "will be formally requesting that the Japanese government waive the safeguard so as to bring the tariff back to its pre-safeguard level."

Veneman observed that Japan's restaurant and food service industry and Japanese consumers oppose the tax increase as it will raise already-high prices for beef.

For the complete text of Veneman's statement, go to <http://www.usda.gov/news/releases/2003/07/0266.htm>.
Source: USDA Press Release

EXTENDED APPLICATION DEADLINE FOR BRANDED PROGRAM

The Western United States Agricultural Trade Association (WUSATA) has extended the application submission deadline for the 2003-2004 Branded Program until March 1, 2004.

Information about the Branded Program, including FAQs, eligible promotions program requirements, and more, is available at WUSATA's website at <http://www.wusata.org/>.

NEWS

NOMINATIONS OPEN FOR ORGANIC ADVISORY COMMITTEE

The California Department of Food and Agriculture (CDFA) is seeking nominations for eight vacancies on the California Organic Products Advisory Committee. Appointments will be: two producer representatives and one alternate, one wholesale distributor representative, two processor representatives and one alternate, and one consumer representative.

The California Organic Products Act of 2003 established the 15-member committee to advise CDFA Secretary William (Bill) J. Lyons, Jr. "This is a good opportunity for consumers and the retail sector to play an important role in the development of this industry," said Secretary Lyons.

The consumer representative must not have a financial interest in the direct sales or marketing of organic products.

The Department invites written nominations, which should include the nominee's name, address, telephone number, and a brief statement outlining credentials and experience. Nominations will be accepted until the positions are filled.

Nominations can be mailed to CDFA Organic Program, 1220 N Street, Sacramento, CA 95814, or e-mailed to Rgreen@cdfa.ca.gov.

For additional information contact Ray Green, 916-445-2180, extension 3506. **Source: CDFA Press Release**

WUSATA PLANS THAILAND PROJECT

WUSATA ASEAN BKS project will jointly sponsor a trade show with possible seminars in Bangkok, Thailand on Sept. 29-Oct. 1. Two booths will display dried fruit and nuts and value added snack and bakery items using these ingredients. Companies wishing to attend will be charged \$250 for customs clearance and distribution.

Please contact Ms. Anh at ltna@hotmail.com.

UPCOMING TRADE EVENTS

Sponsored by the California Department of Food and Agriculture

ANUGA

October 11-15, 2003, Cologne, Germany
Special wine promotion offered

California will participate in the ANUGA trade show this fall with a California pavilion, located within the USA section. Consisting of 14-16 booths, it will include a multi-purpose lounge for supplier-buyer meetings and wine tastings. A few full and half booth spaces are still available for California companies.

The AEP is arranging a special opportunity for California wineries that want a presence at ANUGA, but at a lesser cost. This includes booth space shared with several other wineries (where in-booth tastings may be conducted), plus the opportunity to hold a full-fledged wine tasting seminar in the lounge.

Exhibitors are urged to apply *immediately* to meet show deadlines. Pavilion benefits include: a listing in a full-page ad in the October issue of *International Supermarket News (ISN)*; mention in an accompanying *ISN* article on California exporters; listing in the USA Pavilion directory. The AEP will also help set up appointments between California companies and potential buyers.

Hurry! Apply while booth space lasts!

See brochure with details and application on the Web at: http://www.calagexport.com/trade_shows.asp

For information regarding any of these upcoming events, please e-mail the Agricultural Export Program: aepinfo@cdfa.ca.gov

ADDITIONAL TRADE EVENTS

World Food Moscow 2003

September 23-26, 2003 Russia
Supported by the USDA, Foreign Agricultural Service.
Contact Tobitha Jones—Tobitha.Jones@usda.gov

Great American Food Show 2003

September 30-October 1, 2003 Dominican Republic
Sponsored by the Foreign Agricultural Service, American Embassy, Santo Domingo.
Contact Teresina Chin—teresina.chin@usda.gov



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RECENT FAS/USDA REPORTS

The following reports of interest were released during the month of July. Reports are available on-line at www.fas.usda.gov

Austria: Exporter opportunities

Morocco: Country report

Mexico: Milk / dairy products report

Nigeria: Import bans

OPPORTUNITIES ABOUND AT THE "NEW DIRECTIONS IN EXPORTING CONFERENCE"

The 2003 U.S. Department of Commerce District Export Council National Conference will be held in San Diego at the Marriot Coronado Island Resort on September 16-19.

Numerous high-ranking government officials are expected to attend, including United States Secretary of Commerce Don Evans, as well as a number of Senior Commercial Officers from U.S. Embassies around the world.

Representatives from AeroMexico, the FBI, Export-Import Bank, Wells Fargo, OPIC, and more will be on hand to discuss exporting issues and various markets such as China, Chile, Afghanistan, Costa Rica, Spain, Mexico, and the European Union.

Topics covered during the sessions relate to general issues faced by exporters, such as "Major Challenges in Export Financing," "Update on Export Regulations," "Overcoming Foreign Competition," "Reaching International Markets by Design," and "Promoting Your Company Internationally on a Shoestring Budget."

For further details about the conference, including event schedules and registration, please visit <http://www.2003deconference.com/pages/1/index.htm>.

EXPORT OPPORTUNITIES

- An Australian company is looking for a supplier of fresh and frozen sardines
- A Polish-Greek company is interested in finding a supplier of peach puree, apricot puree, and diced and slivered peaches
- A company in mainland China is seeking a supplier of spaghetti sauce
- A Mexican company is looking for suppliers of maraschino cherries, halved peaches, sliced pineapples, walnut pieces and halves, filleted almonds, raisins, and sesame seeds
- A Costa Rican buyer is seeking suppliers of non-dairy creamer
- A Belgian company needs a supplier of the palm "Washingtonia Filifera"

If you are interested in one or more of these export opportunities, please e-mail the Agricultural Export Program: aepinfo@cdfa.ca.gov

NEW ZEALAND CONSUMERS OPT FOR QUALITY AND CONVENIENCE

The largely urban population of New Zealand supports a highly competitive, export-oriented food and agricultural marketplace—2/3 of its 4 million residents live in Auckland, Wellington and Christchurch. New Zealanders know and seek high-quality, good-tasting foods, and are also eager to try new products, including American commodities.

Approaching \$50 million in 2001, U.S. consumer-oriented sales accounted for about 45 percent of total U.S. agricultural exports to New Zealand. And here's why:

- In 2001, half of New Zealand's home cooks relied on prepared ingredients and "heat-and-eat" chilled and frozen foods.
- Sales of ready-to-eat meals have doubled over the past four years to \$31 million.
- Consumption of ethnic carry-out meals is rising.
- And even in this land where lamb retains its traditional popularity, nearly half the population eats at least one meat-free meal weekly.

In New Zealand, modern convenience co-exists with tradition. Open 24 hours a day, almost 1,500 gas station convenience stores account for about 20 percent of retail food sales. Most of the remaining retail sales take place in about 1,500 small groceries (called dairies) and specialized fresh produce shops. Cities still boast traditional, open-air markets offering fresh produce and fish.

For the complete article in AgExporter and information about best-selling products in New Zealand, go to the magazine's link at <http://www.fas.usda.gov/>.

ARAB FOOD STUFFS TRADE DEFICIT EXCEEDS \$120 BILLION IN TEN YEARS

The Arab Organization for Agricultural Development (AOAD), headquartered in Khartoum, Sudan, released figures indicating that Arab states have reeled under a staggering "food gap" of more than \$120b, as they remain heavily reliant on farm imports in the absence of adequate water supplies, major investment and effective agricultural policies.

This so-called gap, defined as the difference between exports and imports, averaged \$12b annually since the early 1990s and it is set to worsen in future years, as no concrete measures have been taken to improve the situation and most regional states are distracted by desperate attempts to tackle their social and fiscal woes. While most Arab countries have expanded their self-sufficiency in such products as produce, meat and fish, they are still lagging far behind in key crops, including wheat, barley, rice, cereal and sugar.

The farming sector has been lagging despite the fact that the Arab world has vast arable areas and even export potential. But only a third of that area is cultivated because of lack of funds, a severe water shortage and flawed agricultural policies by most regional governments. According to AOAD figures, the combined Arab fertile area is estimated at around 197 million hectares but only 65 million hectares are utilized.

Experts have also cited internal strife in some member countries and the reluctance of some Arab nations to invest in other members because of political rifts and security risks as added obstacles to food production.

Source: Arab Organization for Agricultural Development (AOAD)

CHILEAN TRADE DELEGATION TO VISIT LOS ANGELES

Match-making meetings, a breakfast seminar, and a luncheon with the Chilean Foreign Affairs Minister are highlights of the "U.S.-Chile Free Trade Agreement" event taking place on September 4 at the Millennium Biltmore Hotel in Los Angeles.

This event gives California companies the opportunity to schedule one-on-one meetings with Chilean buyers from the agriculture, seafood, environmental, and bio-tech sectors. Participants may also attend a seminar covering various aspects of doing business with Chile, including law, transportation and logistics, market penetration, and insurance.

For further information, please contact Moises Cisneros at (213) 580-7569.



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